

Live from Main Street ... it's WVCW

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Deejays boost station's visibility, hand out T-shirts, CDs

Walk like a chicken and you can win — a WVCW T-shirt or compact disc.

At a live remote yesterday in front of the General Purpose Academic Building, VCU's campus radio station cajoled students into answering questions to win prizes.

"We thought we'd generate some student awareness concerning the radio station," said WVCW General Manager Kerry James.

Another deejay (whose station name is Mattineman) said he was glad to see the station trying something different.

"We are the cutting edge station in Richmond," he said, adding that the live broadcast will increase support for the station.

While WVCW promotes a lot of local music, Mattineman said, a lot of students don't know about the station.

"We want to let everyone know that this is our (VCU's) station," he said.

As the station members rounded up students to go live on the air, one deejay, Sarah Fisher, asked "What is a UFO?"

One female jumped in, responding "It's an unidentified flying object." For her quick thinking, this student picked a compact disc.

This simple question was asked only after students were unable to answer many of the previous questions.

"I think we're going to have to make people start walking like chickens," Fisher said with a laugh.

Brad Allen, another WVCW deejay, said he thinks the live remote was a good opportunity for the radio station to "just let people know that we have a station for them to listen to."

Mattineman said the increased visibility will serve to aid the station when it finally goes FM.

For several years, WVCW has been looking into the possibility of going FM. The investigation is ongoing.



Bill Buckman/Commonwealth Times



▲ **STEP RIGHT UP —**
WVCW deejays give students an opportunity to win prizes by asking trivia questions.

◀ **BIRD'S-EYE VIEW —** Students chat with a WVCW deejay during a live remote broadcast outside the General Purpose Academic Building yesterday.